A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF SEPTEMBER 1989

34 MANUFACTURERS

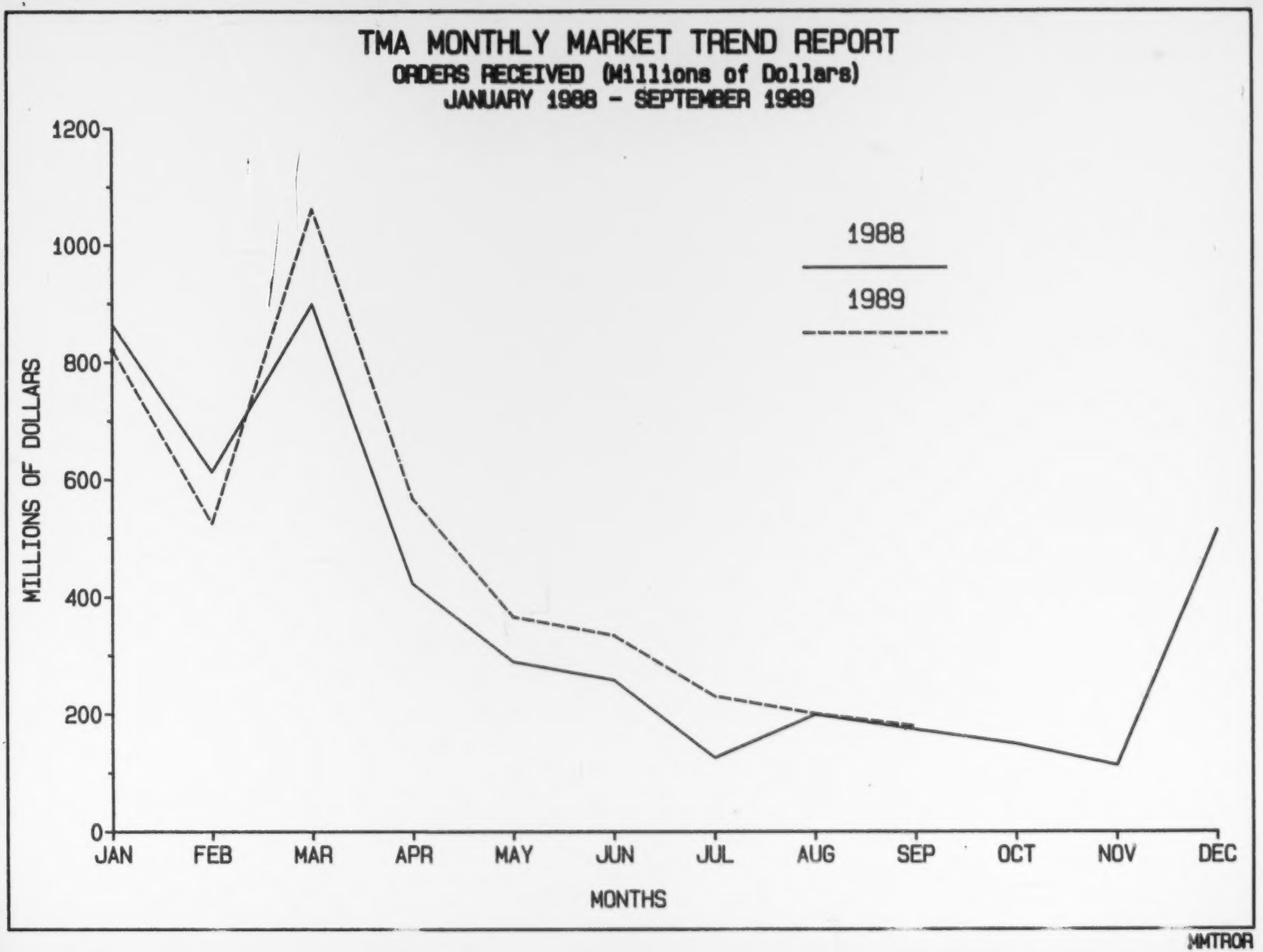
	COMPOSITE RESULTS			YOUR COMPANY		
		CHANGE FROM PRIOR YEAR (+/-)			CHANGE FROM PRIOR YEAR (+/-)	
	MILLIONS OF $	$	%	MILLIONS OF $	$	%
SHIPMENTS						
MONTH 1989	548.9	+50.6	+10.2			
MONTH 1988	498.3					
CUMULATIVE YTD 1989 (JAN-SEP)	3032.7	+196.0	+6.9			
CUMULATIVE YTD 1988 (JAN-SEP)	2836.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1989	179.5	+5.8	+3.3			
MONTH 1988	173.7					
CUMULATIVE YTD 1989 (JAN-SEP)	3822.4	+374.9	+10.9			
CUMULATIVE YTD 1988 (JAN-SEP)	3447.5					

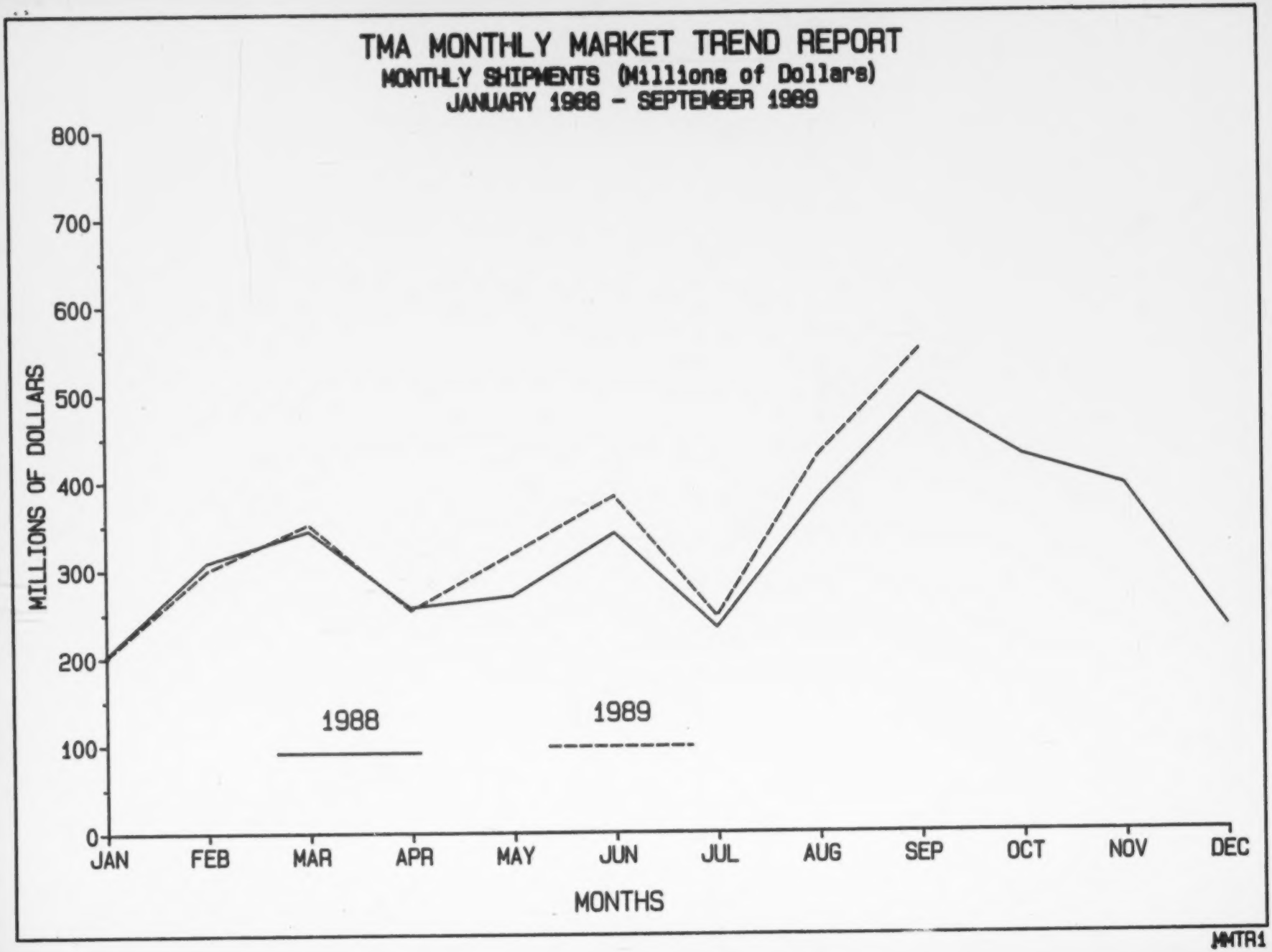
Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

34 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1989
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1989
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTR1

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH SEPTEMBER 1989 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1989 MONTHLY	202.1	299.7	352.1	254.2	318.0	383.2	245.9	428.6	548.9				337.0
1988 MONTHLY	203.8	308.9	344.4	257.4	270.4	341.3	233.2	379.0	498.3	428.2	393.4	232.1	324.2
1989 CUMULATIVE YTD	202.1	501.8	853.9	1108.1	1426.1	1809.3	2055.2	2483.8	3032.7				
1988 CUMULATIVE YTD	203.8	512.7	857.1	1114.5	1384.9	1726.2	1959.4	2338.4	2836.7	3264.9	3658.3	3890.4	
ORDERS RECEIVED *													
1989 MONTHLY	821.8	525.7	1061.6	567.8	366.2	334.6	230.6	201.0	179.5				476.5
1988 MONTHLY	864.7	613.2	899.0	423.1	289.4	258.3	126.2	199.6	173.7	149.5	113.3	513.6	385.3
**1989 CUMULATIVE YTD	800.7	1313.2	2347.1	2888.2	3191.4	3463.4	3619.0	3717.3	3822.4				
**1988 CUMULATIVE YTD	837.8	1410.2	2280.3	2682.3	2916.6	3137.4	3206.0	3348.4	3447.5	3500.1	3526.6	3980.5	
CANCELLATIONS													
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4				51.8
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	53.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

**CUMULATIVE YTD FIGURES EXCLUDE CANCELLATIONS

(COMPILED BY THE NPD GROUP)

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF OCTOBER 1989

35 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
		CHANGE FROM PRIOR YEAR (+/-)			CHANGE FROM PRIOR YEAR (+/-)	
	MILLIONS OF $	$	%	MILLIONS OF $	$	%
SHIPMENTS						
MONTH 1989	522.8	+92.4	+21.5			
MONTH 1988	498.3					
CUMULATIVE YTD 1989 (JAN-OCT)	3567.5	+290.0	+8.9			
CUMULATIVE YTD 1988 (JAN-OCT)	3277.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1989	91.7	-58.7	-39.0			
MONTH 1988	150.4					
CUMULATIVE YTD 1989 (JAN-OCT)	4396.4	+385.2	+9.6			
CUMULATIVE YTD 1988 (JAN-OCT)	4011.2					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

A9085-2

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH OCTOBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)

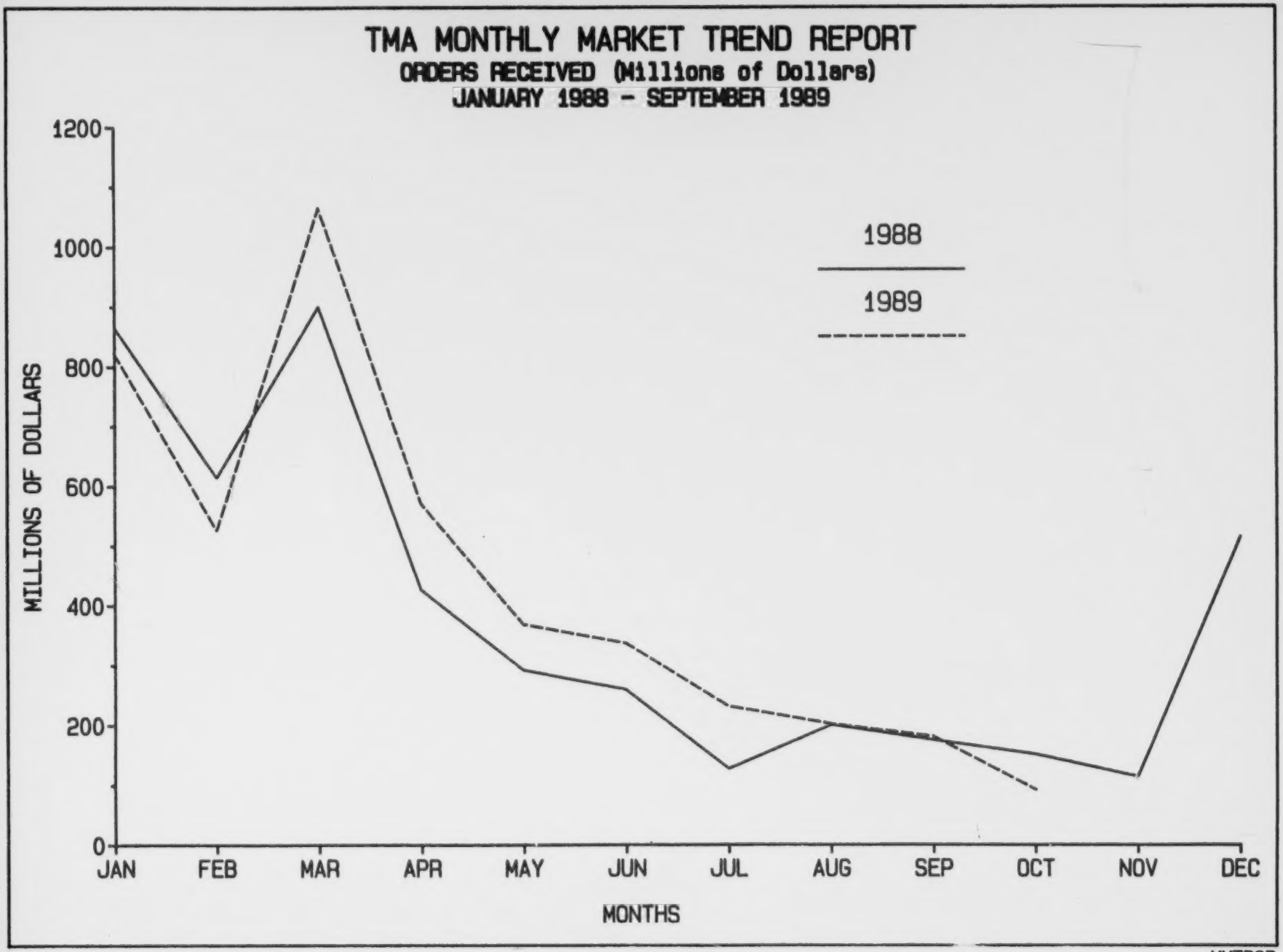
DOLLAR TREND BY MONTH OCTOBER 1989 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	(JAN-OCT) YTD AVG.
SHIPMENTS													
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8			356.8
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6			
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7			439.6
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5			
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0			53.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7

* UNCONFIRMED ORDERS ARE NOT INCLUDED

**CUMULATIVE YTD FIGURES EXCLUDE CANCELLATIONS

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1989
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1988
1989
JAN
FEB
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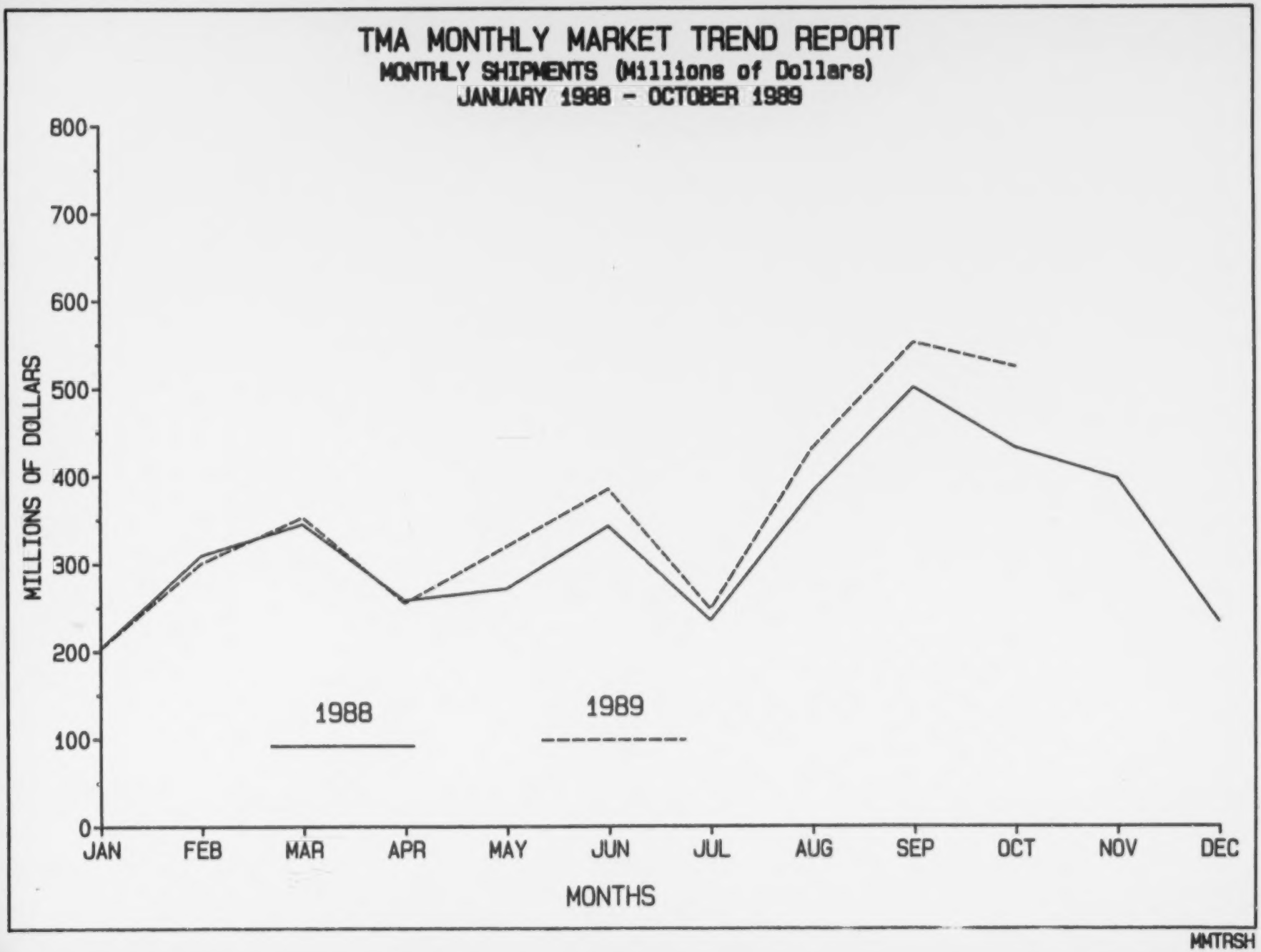
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - OCTOBER 1989
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
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0
1988
1989
JAN
FEB
MAR
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JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

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35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH NOVEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF NOVEMBER 1989

35 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH 1989	426.4	+31.1	+7.9			
MONTH 1988	395.3					
CUMULATIVE YTD 1989 (JAN-NOV)	3993.9	+321.1	+8.7			
CUMULATIVE YTD 1988 (JAN-NOV)	3672.8					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1989	-9.8	NOT APPLICABLE	NOT APPLICABLE			
MONTH 1988	113.9					
CUMULATIVE YTD 1989 (JAN-NOV)	3760.7	+219.0	+6.2			
CUMULATIVE YTD 1988 (JAN-NOV)	3541.7					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)

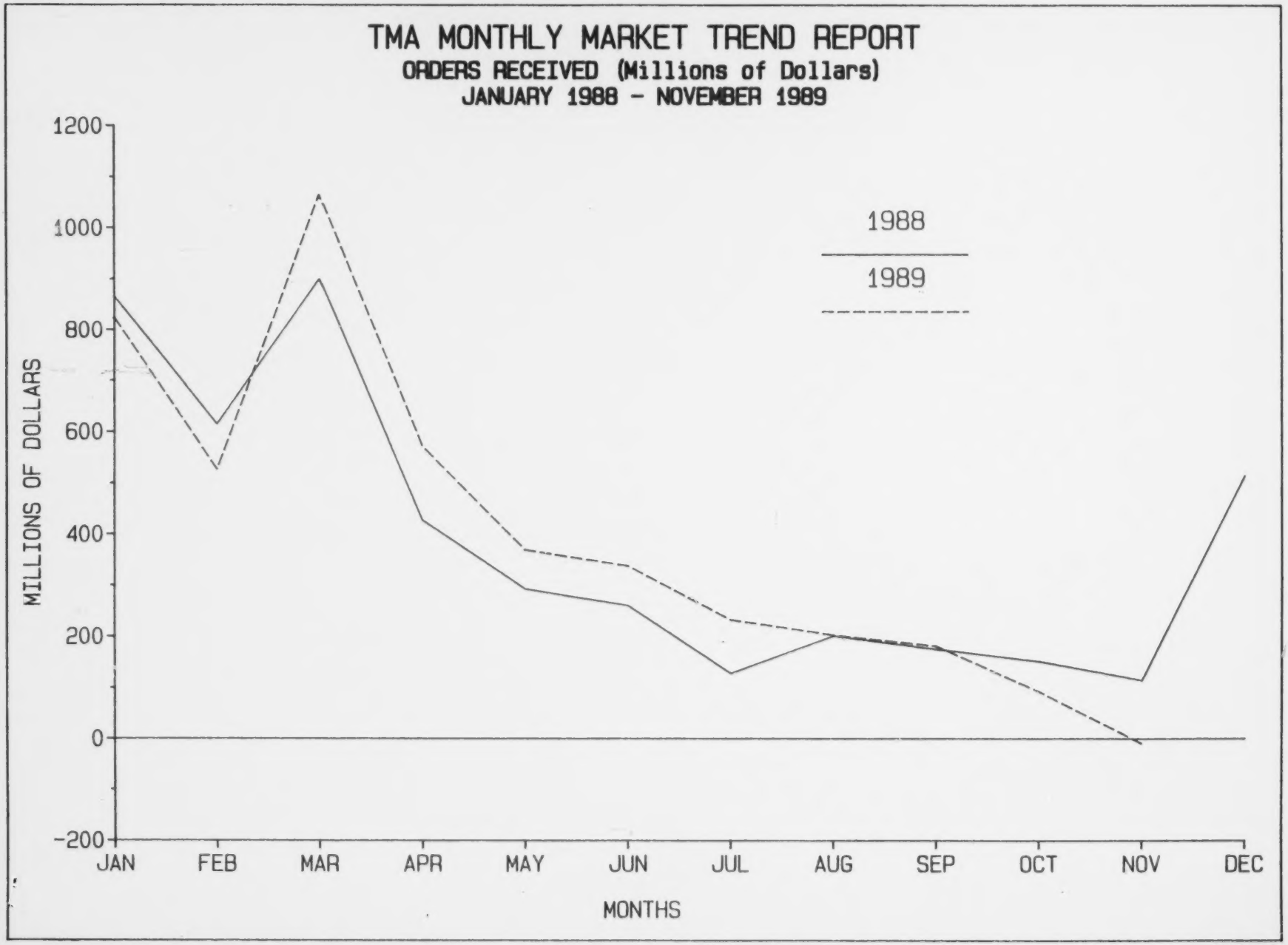
DOLLAR TREND BY MONTH NOVEMBER 1989 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN-NOV YTD AVG.
SHIPMENTS													
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4		363.1
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9		
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8		398.8
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7		
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8		57.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3		1674.0
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1989
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1989
MILLIONS OF DOLLARS
800
700
600
500
400
300
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1989
JAN
FEB
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AUG
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OCT
NOV
DEC
MONTHS
MMTRSH

A9195-2

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988 AND 1989

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
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LIONEL
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STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF DECEMBER 1989

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
		CHANGE FROM PRIOR YEAR (+/-)			CHANGE FROM PRIOR YEAR (+/-)	
	MILLIONS OF $	$	%	MILLIONS OF $	$	%
MONTH 1989	236.0	+3.2	+1.4			
1988	232.8					
CUMULATIVE YTD 1989 (JAN-DEC)	4229.9	+324.2	+8.3			
1988	3905.7					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED

MONTH 1989	510.0	-4.0	-0.8			
1988	514.0					
CUMULATIVE YTD 1989 (JAN-DEC)	4168.3	+172.2	+4.3			
1988	3996.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)

DOLLAR TREND BY MONTH DECEMBER 1989 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN-DEC YTD AVG.
SHIPMENTS													
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

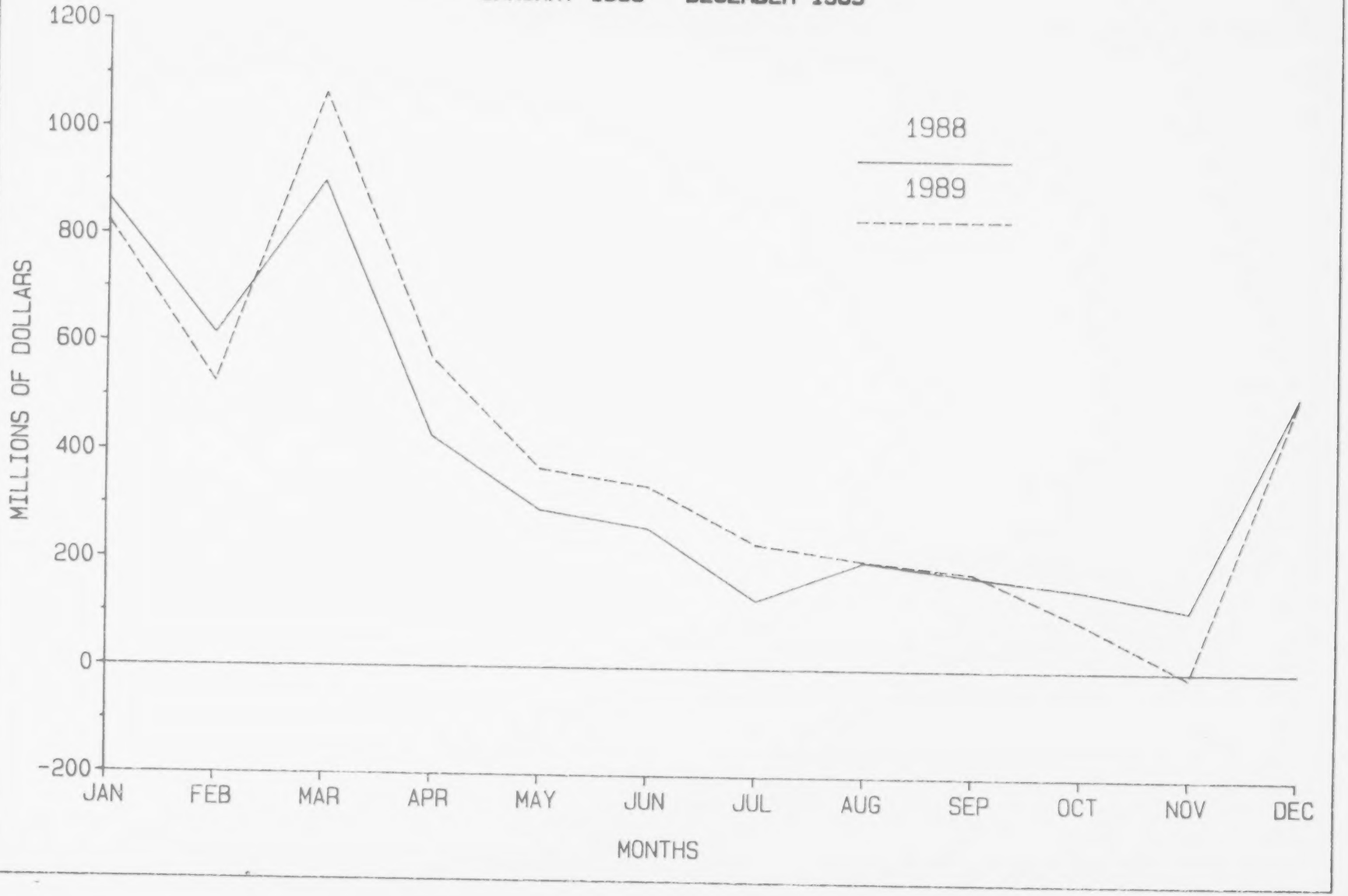
**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

(COMPILED BY THE NPD GROUP)

TMA MONTHLY MARKET TREND REPORT

ORDERS RECEIVED (Millions of Dollars)

JANUARY 1988 - DECEMBER 1989



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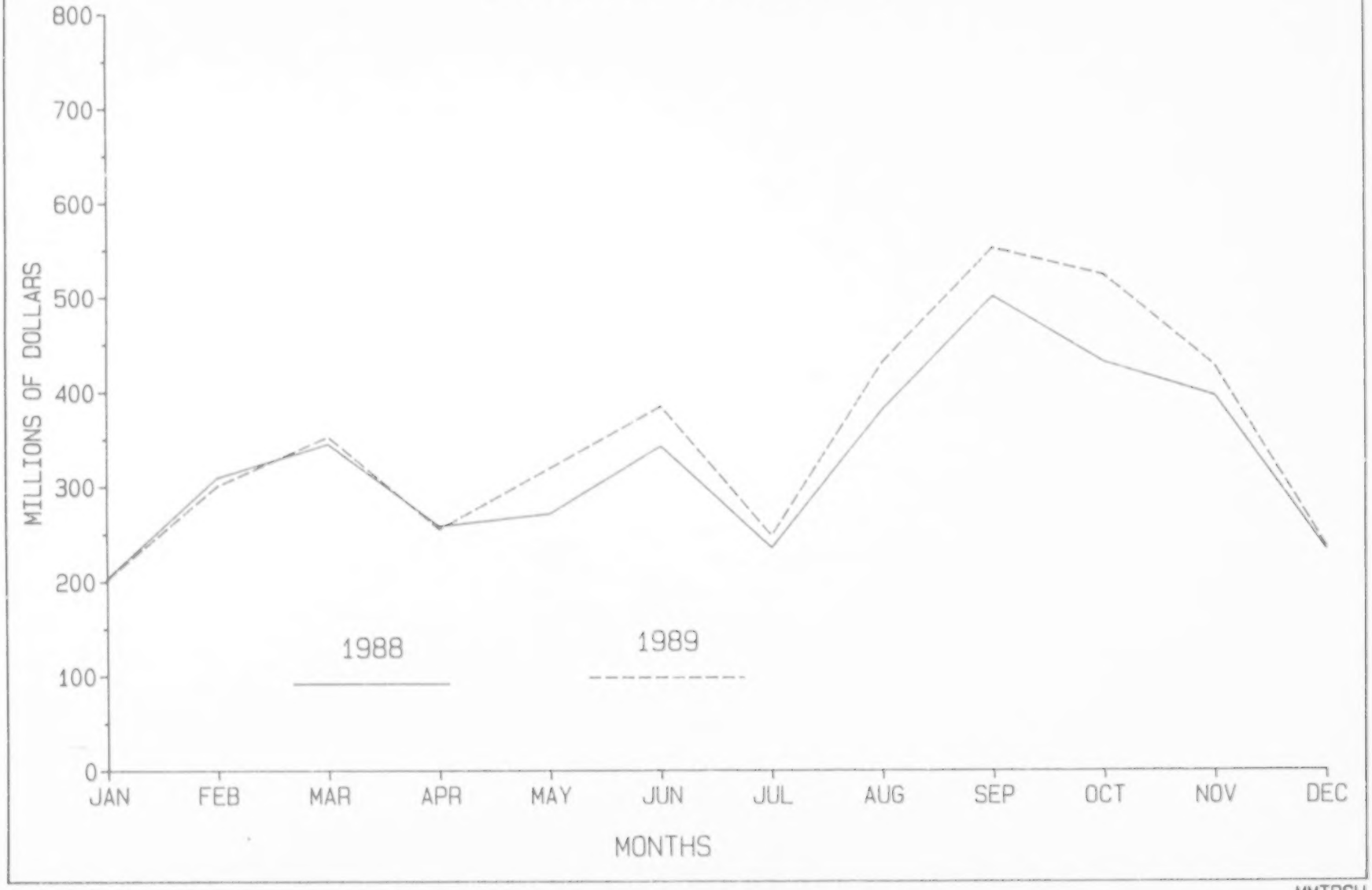
TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1988 - DECEMBER 1989



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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JANUARY 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	205.3	+2.5	+1.2			
1989	202.8	-1.4	-.7			
1988	204.2					
CUMULATIVE YTD						
1990	205.3	+2.5	+1.2			
1989	202.8	-1.4	-.7			
1988	204.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	612.2	-210.5	-25.6			
1989	822.7	-42.8	-4.9			
1988	865.5					
CUMULATIVE YTD						
1990	599.7	-202.0	-25.2			
1989	801.7	-36.8	-4.4			
1988	838.5					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JANUARY 1990 (MILLIONS)

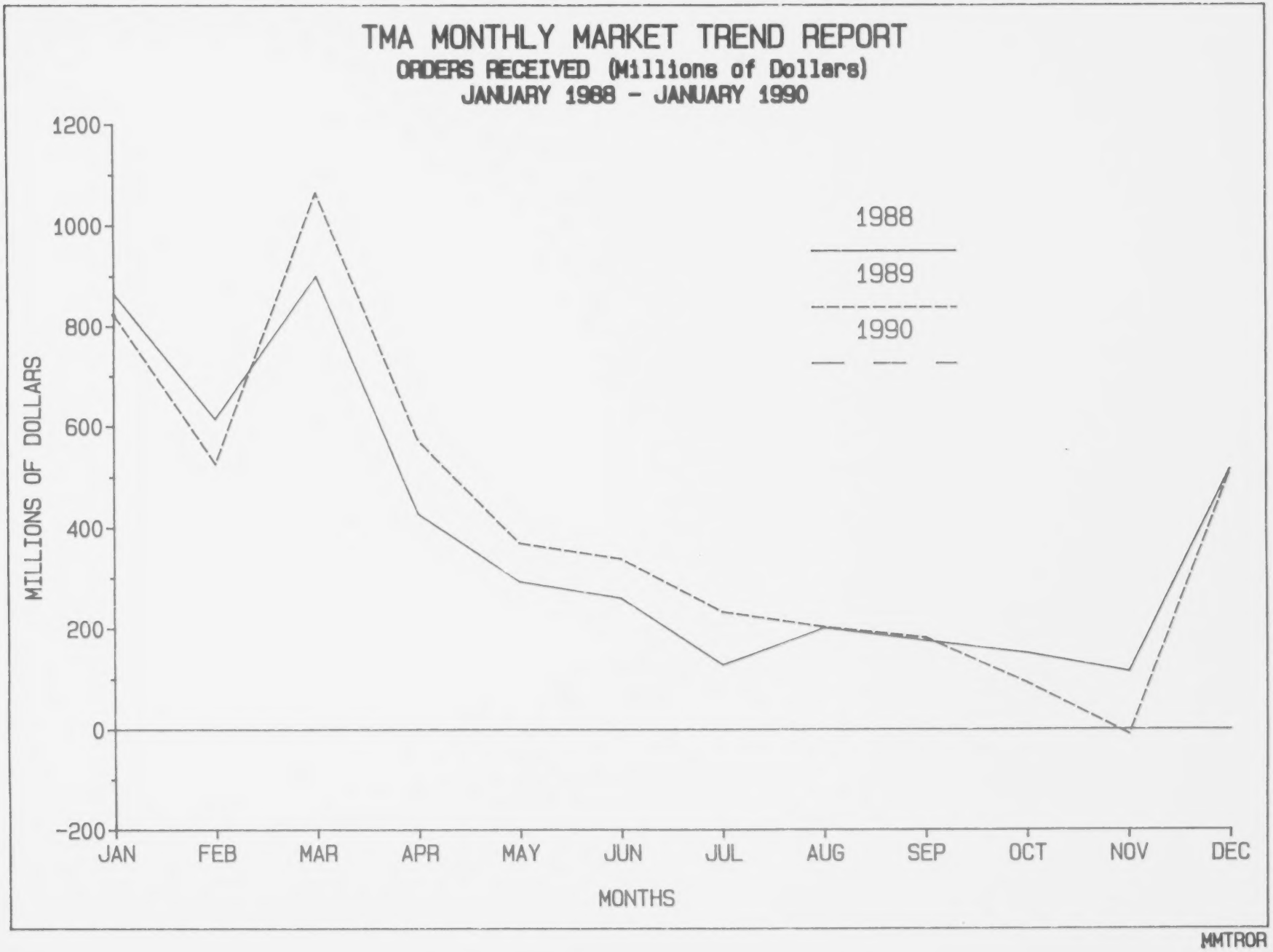
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.
SHIPMENTS													
1990 MONTHLY	205.3												205.3
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3												
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2												612.2
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7												
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5												12.5
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4												936.4
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - JANUARY 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - JANUARY 1990
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH FEBRUARY 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0											241.7
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3	483.3											
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5											477.4
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7	925.7											
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5											14.5
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1											958.8
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED (COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF FEBRUARY 1990

35 MANUFACTURERS

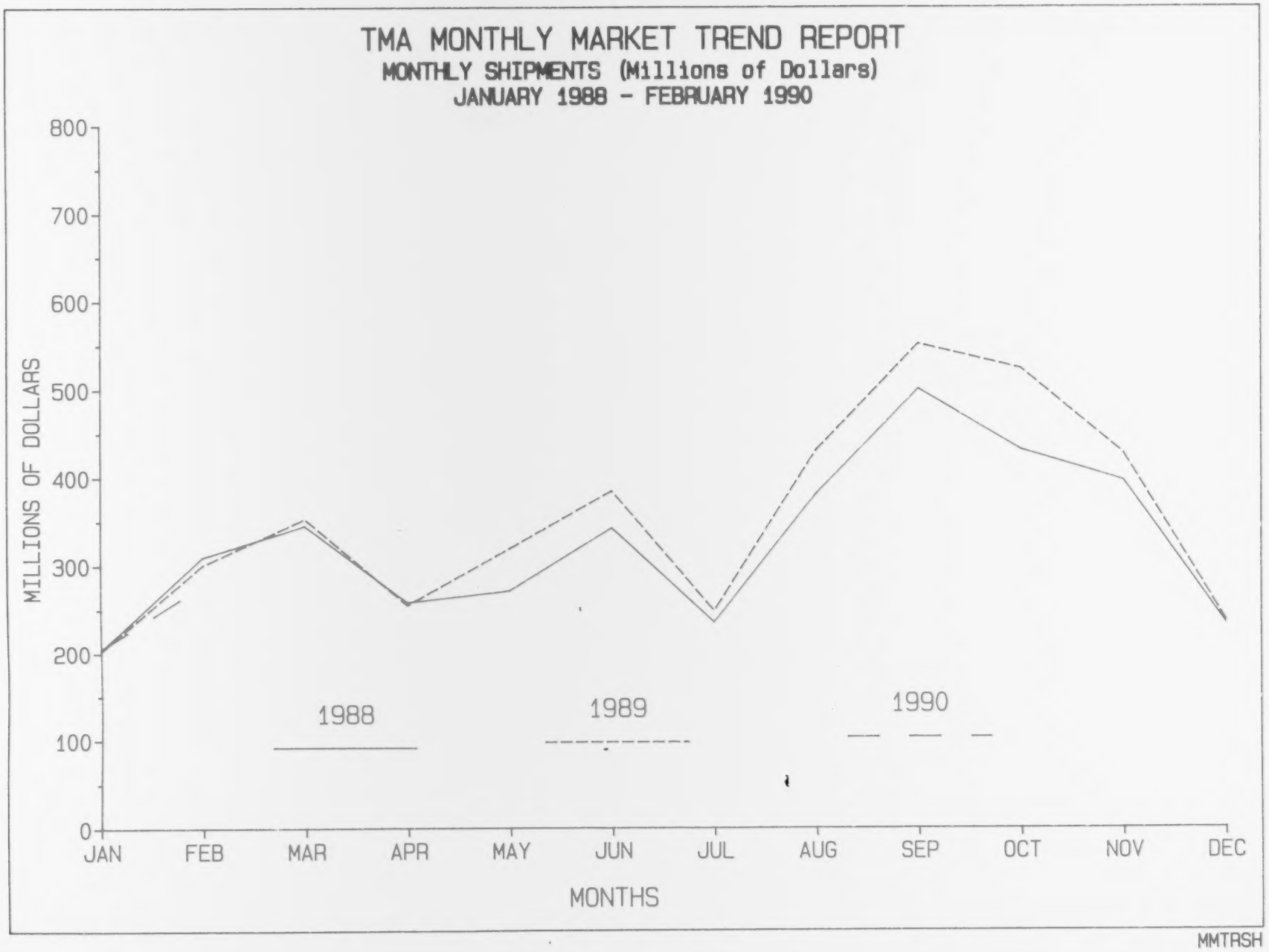
	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1990	278.0	-22.7	-7.5			
1989	300.7	-9.0	-2.9			
1988	309.7					
CUMULATIVE YTD						
1990	483.3	-20.2	-4.0			
1989	503.5	-10.4	-2.0			
1988	513.9					
ORDERS RECEIVED	UNCONFIRMED ORDERS ARE NOT INCLUDED CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS					
MONTH						
1990	342.5	-183.9	-34.9			
1989	526.4	-87.7	-14.3			
1988	614.1					
CUMULATIVE YTD						
1990	925.7	-389.1	-29.6			
1989	1314.8	-96.9	-6.9			
1988	1411.7					

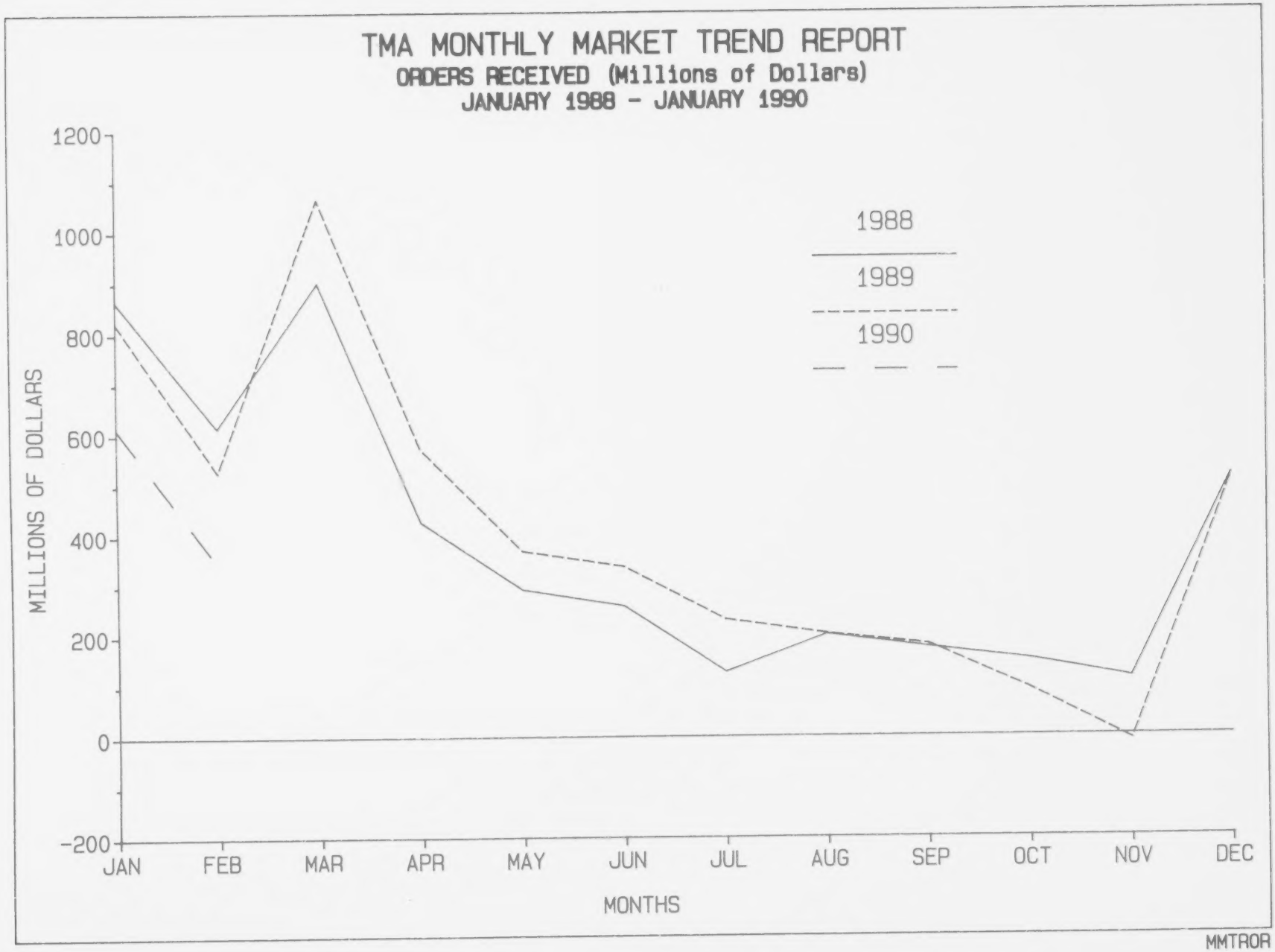
Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - FEBRUARY 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - JANUARY 1990
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

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35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
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TYCO

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH MARCH 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	365.7										283.0
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3	483.3	849.0										
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1173.8										709.5
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7	925.7	2081.3										
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2										15.7
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1771.3										1229.6
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF MARCH 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	365.7	+12.8	+3.6			
1989	352.9	+7.7	+2.2			
1988	345.2					
CUMULATIVE YTD						
1990	849.0	-7.4	-0.9			
1989	856.4	-2.7	-0.3			
1988	859.1					

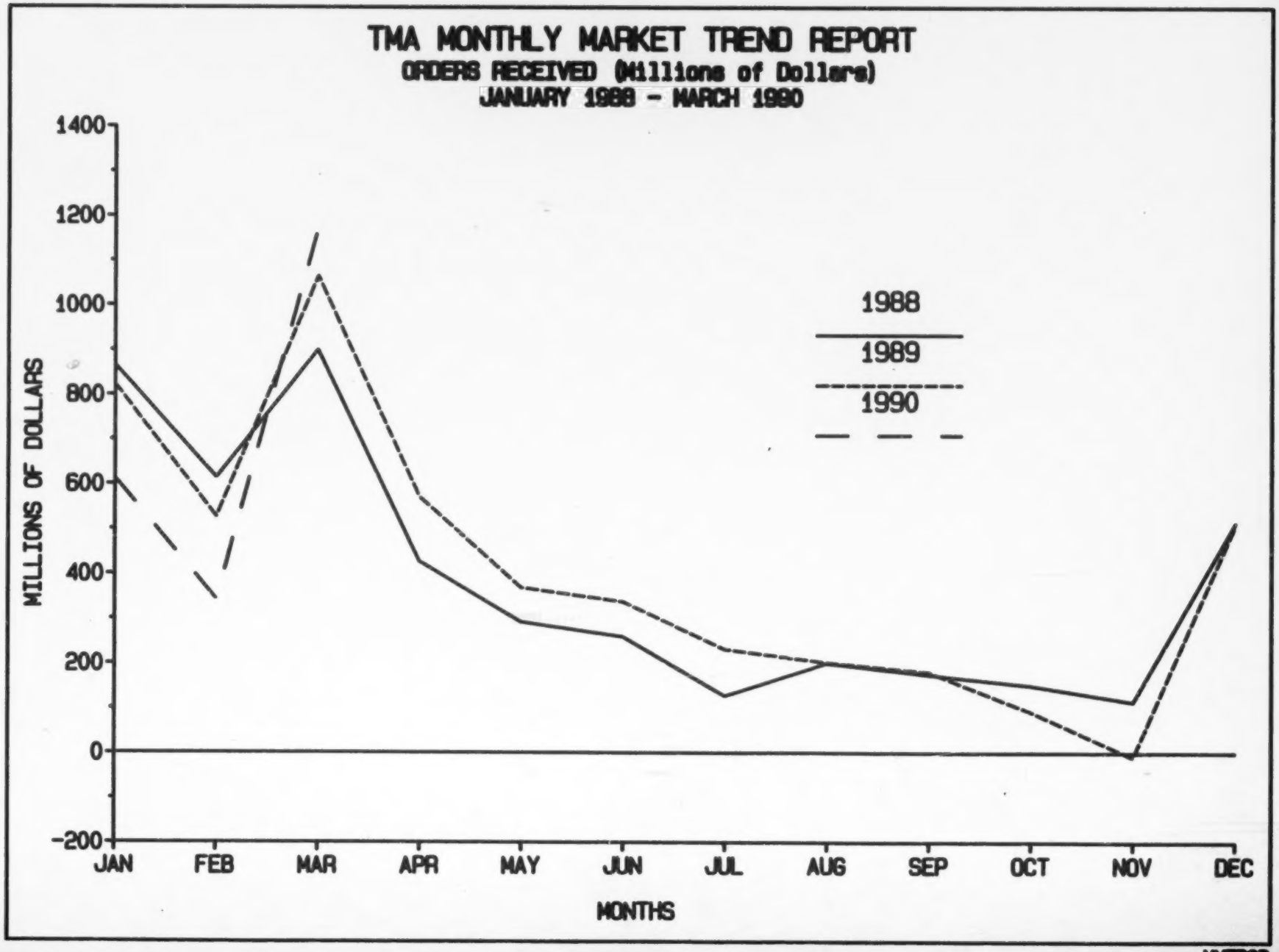
ORDERS RECEIVED

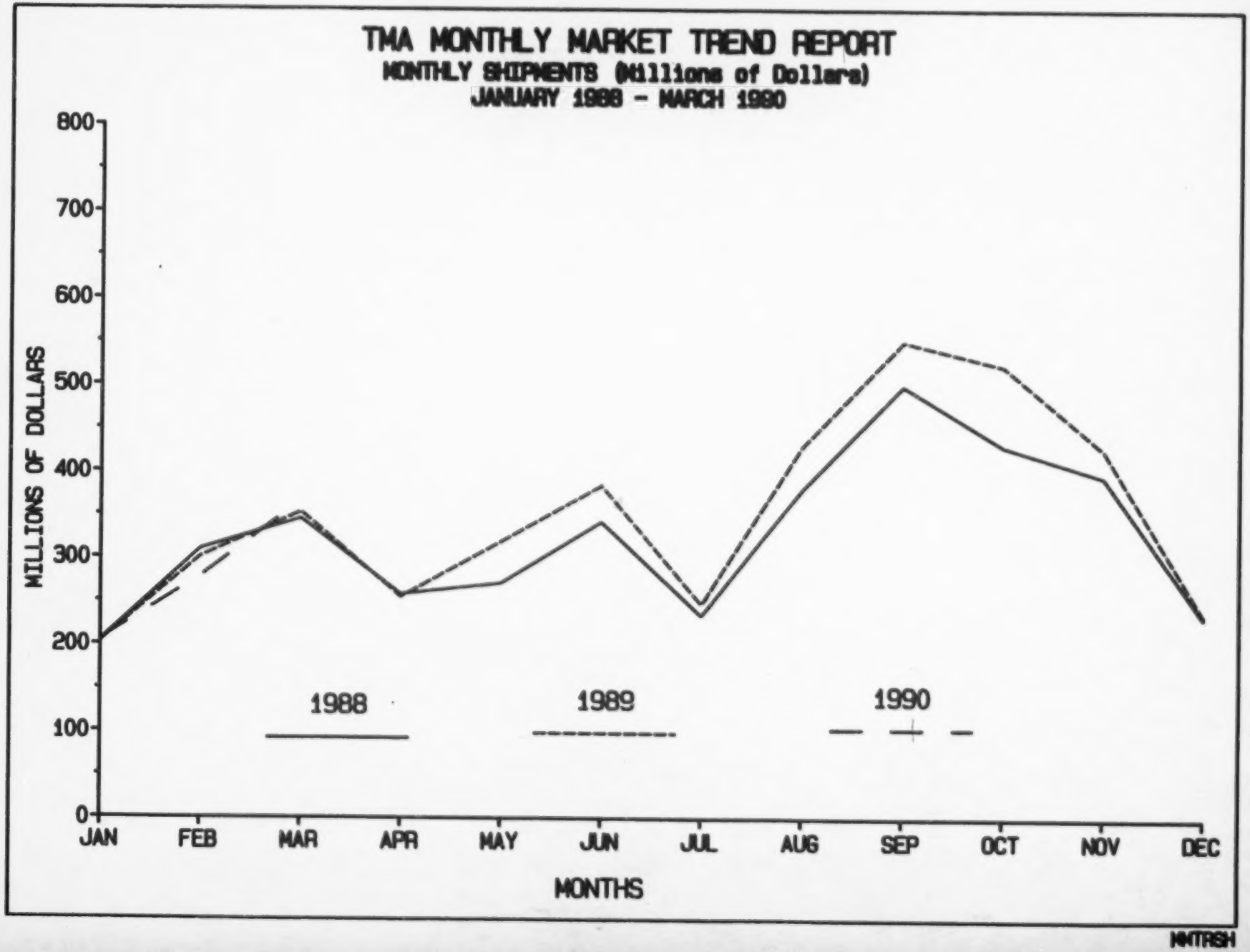
UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	1173.8	+109.2	+10.3			
1989	1064.6	+164.4	+18.3			
1988	900.2					
CUMULATIVE YTD						
1990	2081.3	-270.4	-11.5			
1989	2351.7	+68.6	+3.0			
1988	2283.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - MARCH 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MATROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - MARCH 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NMTRSH

A 9095-2

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
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LEGO
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LITTLE TIKES
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MATTEL
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M & S SHILLMAN
NATIONAL LATEX
OHIO ART
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PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
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SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH APRIL 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7									266.9
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7									
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3									682.5
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2									
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8									15.5
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5									1457.3
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF APRIL 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	219.7	-35.4	-13.9			
1989	255.1	-3.2	-1.2			
1988	258.3					
CUMULATIVE YTD						
1990	1067.7	-43.8	-3.9			
1989	1111.5	-5.9	-0.5			
1988	1117.4					

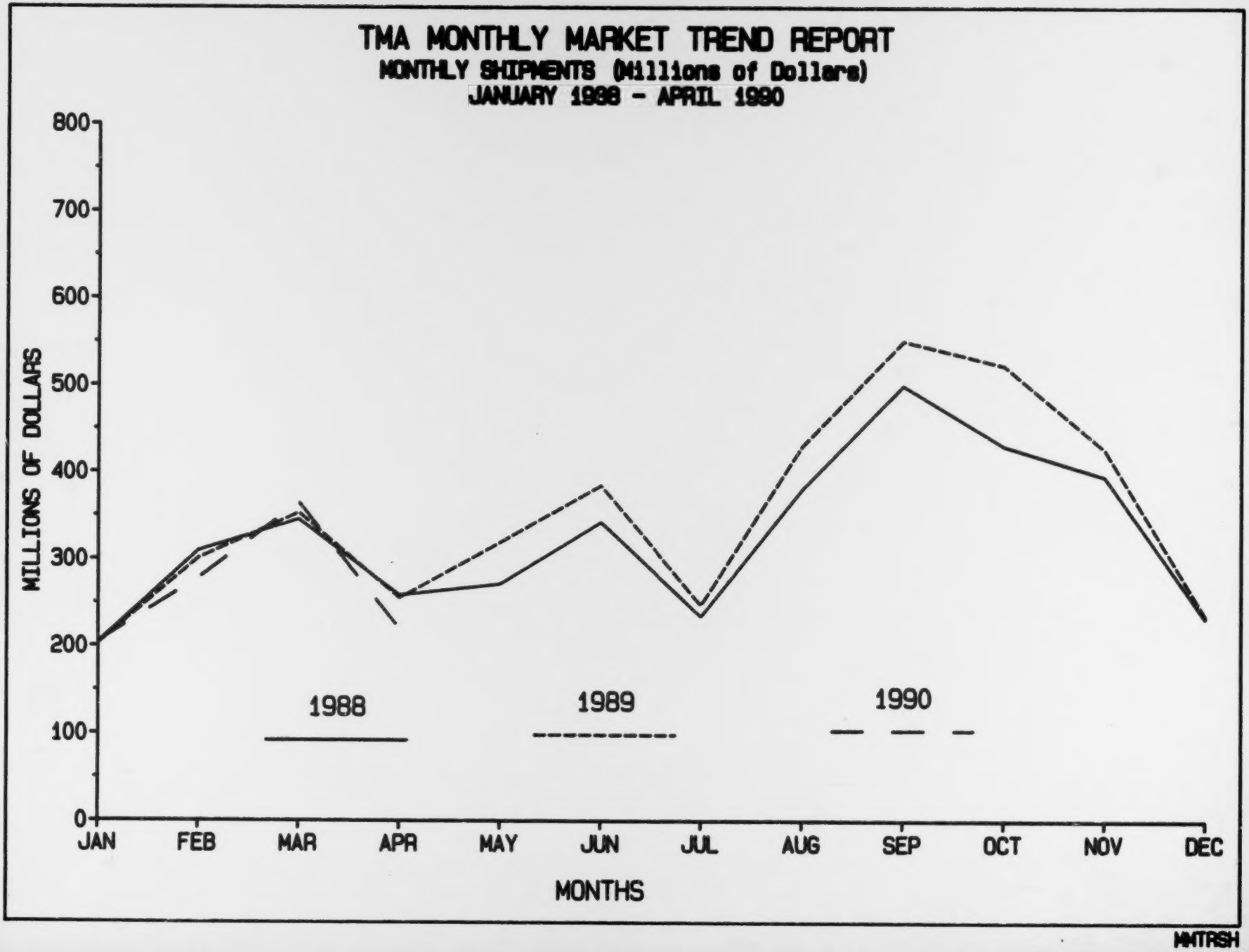
ORDERS RECEIVED

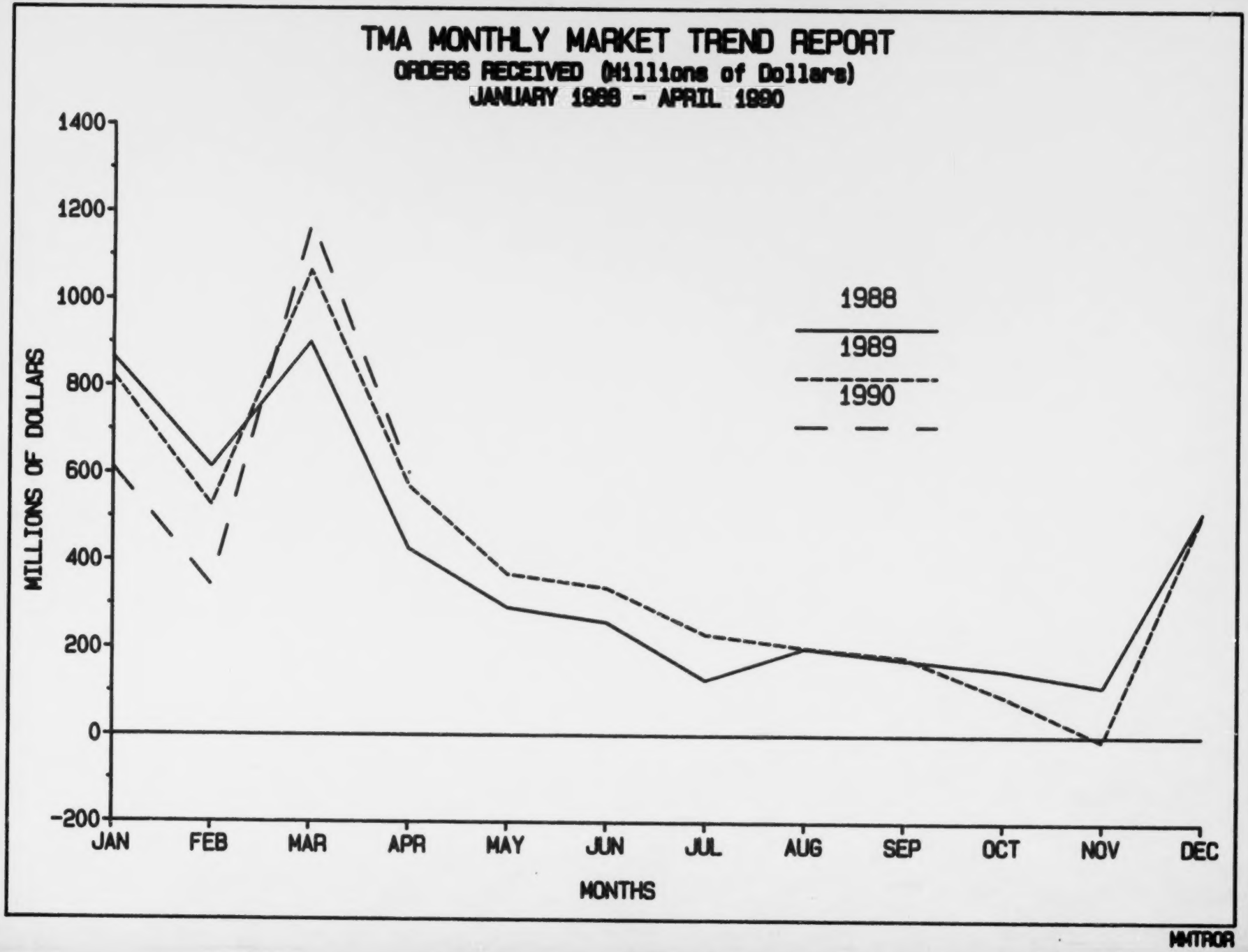
UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	601.3	+30.0	+5.2			
1989	571.3	+144.3	+33.8			
1988	427.0					
CUMULATIVE YTD						
1990	2668.2	-228.1	-7.9			
1989	2896.3	+207.4	+7.7			
1988	2688.9					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - APRIL 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - APRIL 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MATROR

A 9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF MAY 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	275.9	-43.4	-13.6			
1989	319.3	+47.8	+17.6			
1988	271.5					
CUMULATIVE YTD						
1990	1343.6	-87.2	-6.1			
1989	1430.8	+41.9	+3.0			
1988	1388.9					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	400.2	+31.5	+8.5			
1989	368.7	+76.6	+26.2			
1988	292.1					
CUMULATIVE YTD						
1990	3034.3	-167.3	-5.2			
1989	3201.6	+275.6	+9.4			
1988	2926.0					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

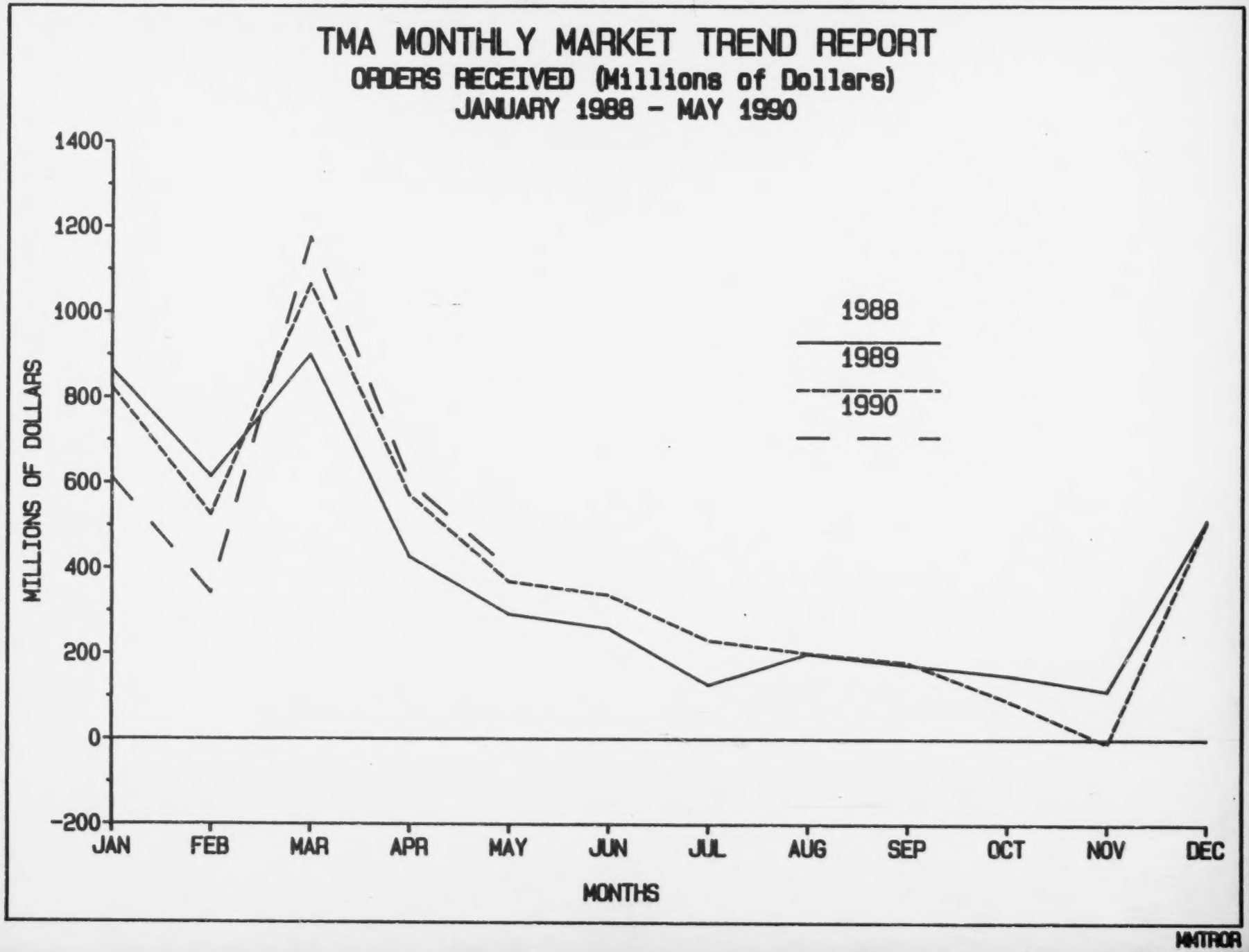
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH MAY 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9								268.7
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	325.5
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6								
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2								626.1
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	386.6
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3								
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1								19.2
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	53.6
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8								1611.8
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1388.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - MAY 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
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AUG
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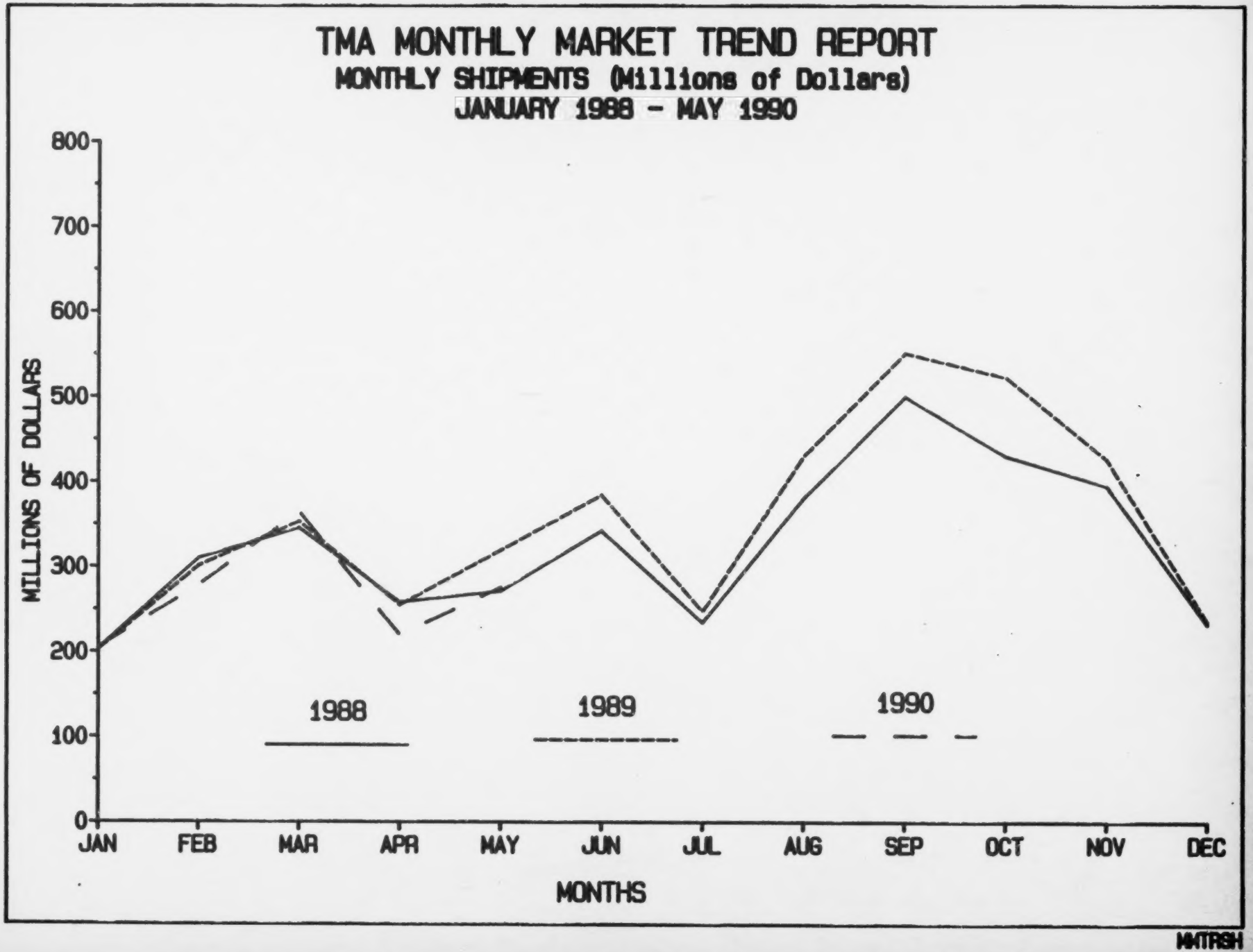
OCT
NOV
DEC
MONTHS
MATROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - MAY 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
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JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9095.2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JUNE 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	392.9	+8.4	+2.2			
1989	384.5	+42.1	+12.3			
1988	342.4					
CUMULATIVE YTD						
1990	1736.5	-78.8	-4.3			
1989	1815.3	+84.0	+4.9			
1988	1731.3					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	392.8	+55.5	+16.5			
1989	337.3	+77.9	+30.0			
1988	259.4					
CUMULATIVE YTD						
1990	3396.7	-79.6	-2.3			
1989	3476.3	+328.4	+10.4			
1988	3147.9					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

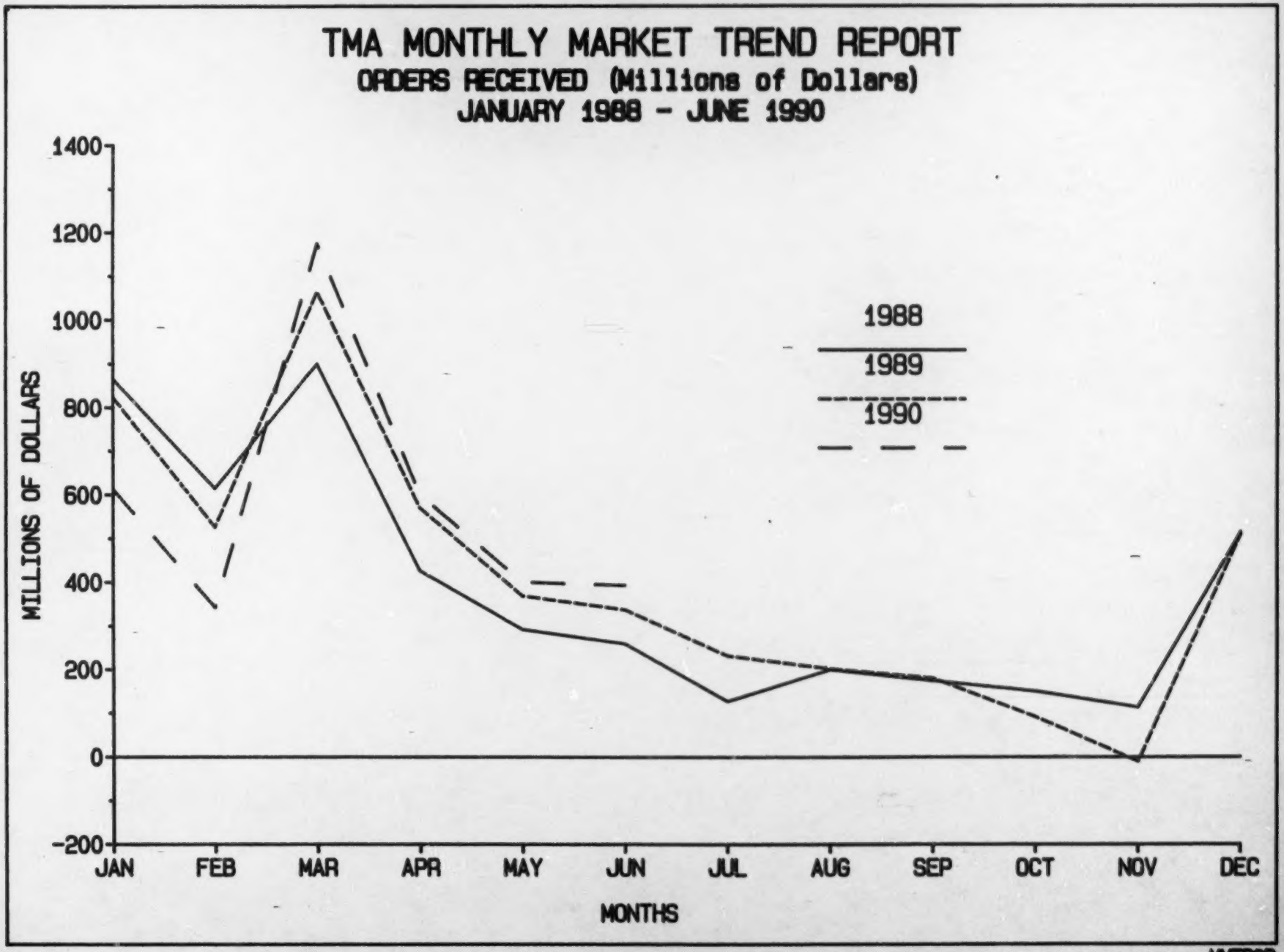
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JUNE 1990 (MILLIONS)

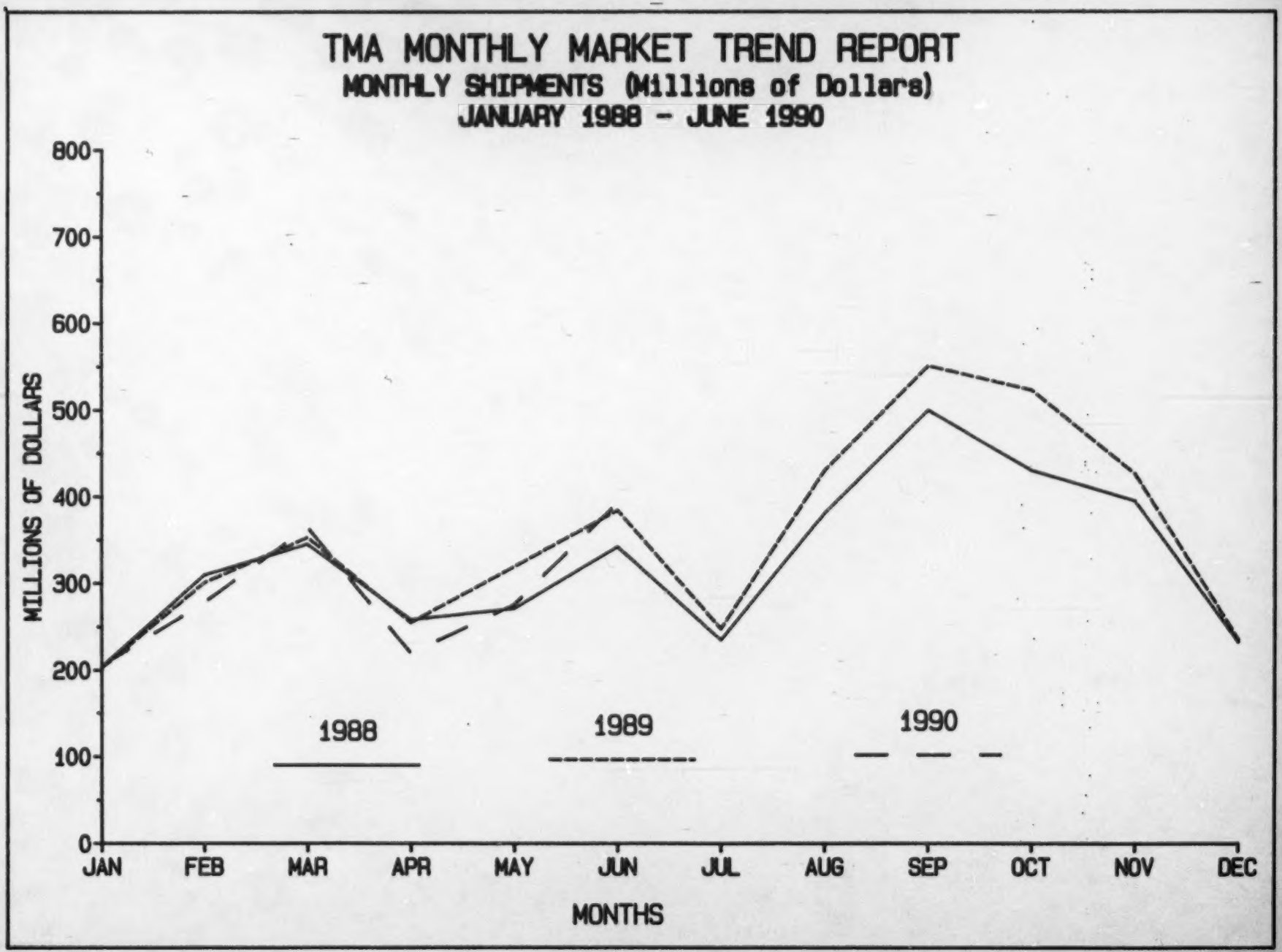
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	6 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	392.9							289.4
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	302.6
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	288.6
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5							
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8							587.2
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	615.2
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	559.7
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7							
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4							21.1
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	35.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	35.1
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1							1709.7
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1955.1
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1755.8

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - JUNE 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MNTRDR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - JUNE 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A90-95-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JULY 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	229.5	-18.3	-7.4			
1989	247.8	+12.9	+5.5			
1988	234.9					
CUMULATIVE YTD						
1990	1966.0	-97.1	-4.7			
1989	2063.1	+96.9	+4.9			
1988	1966.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	189.2	-42.2	-18.2			
1989	231.4	+104.0	+81.6			
1988	127.4					
CUMULATIVE YTD						
1990	3525.2	-107.4	-3.0			
1989	3632.6	+415.0	+12.9			
1988	3217.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JULY 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	7 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5						280.9
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	294.7
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	280.9
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0						
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2						530.3
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	560.3
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	498.0
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2						
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7						26.7
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	41.3
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	38.3
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3						1765.3
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1986.3
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1756.4

* UNCONFIRMED ORDERS ARE NOT INCLUDED

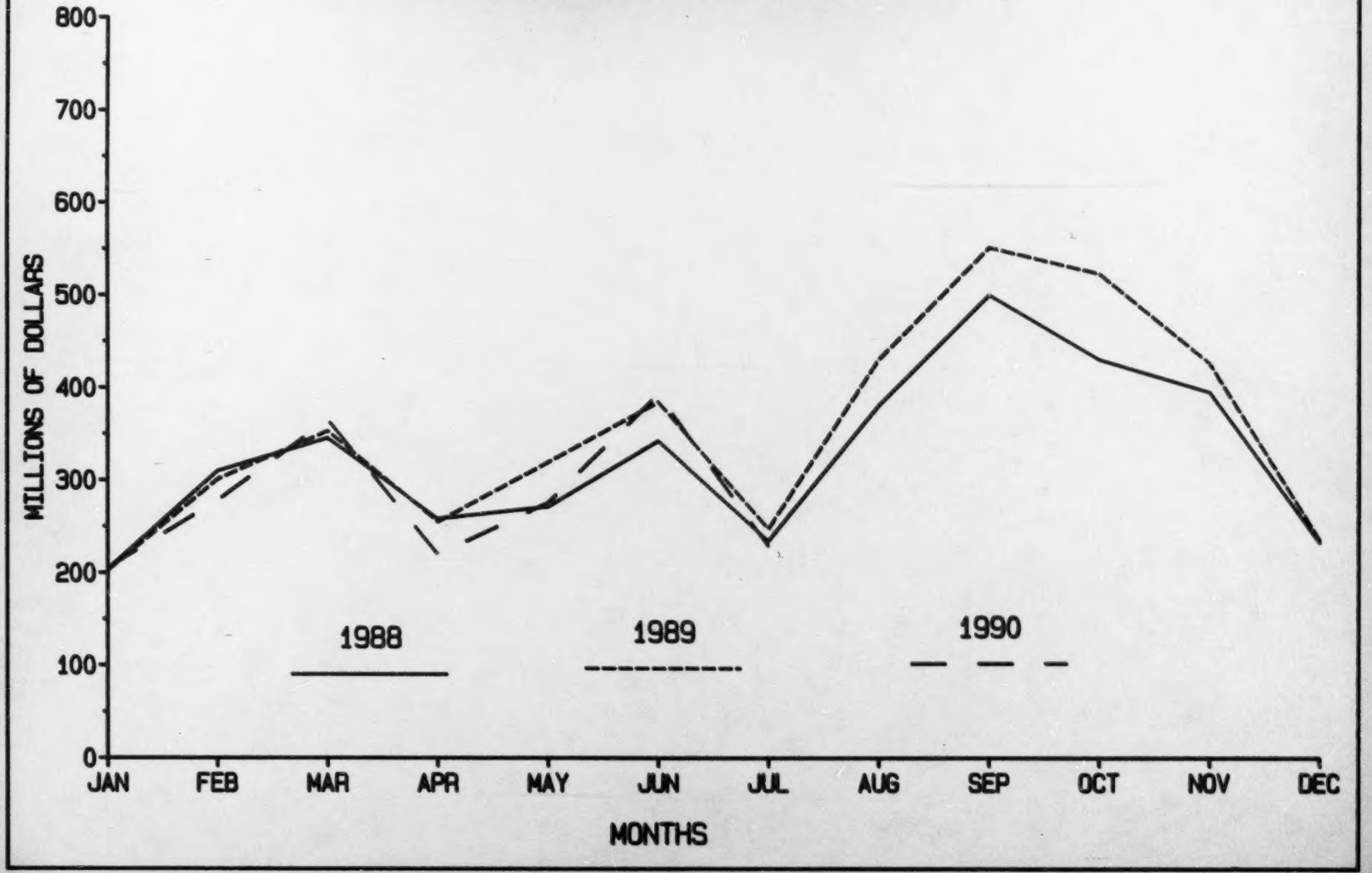
(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1988 - JULY 1990



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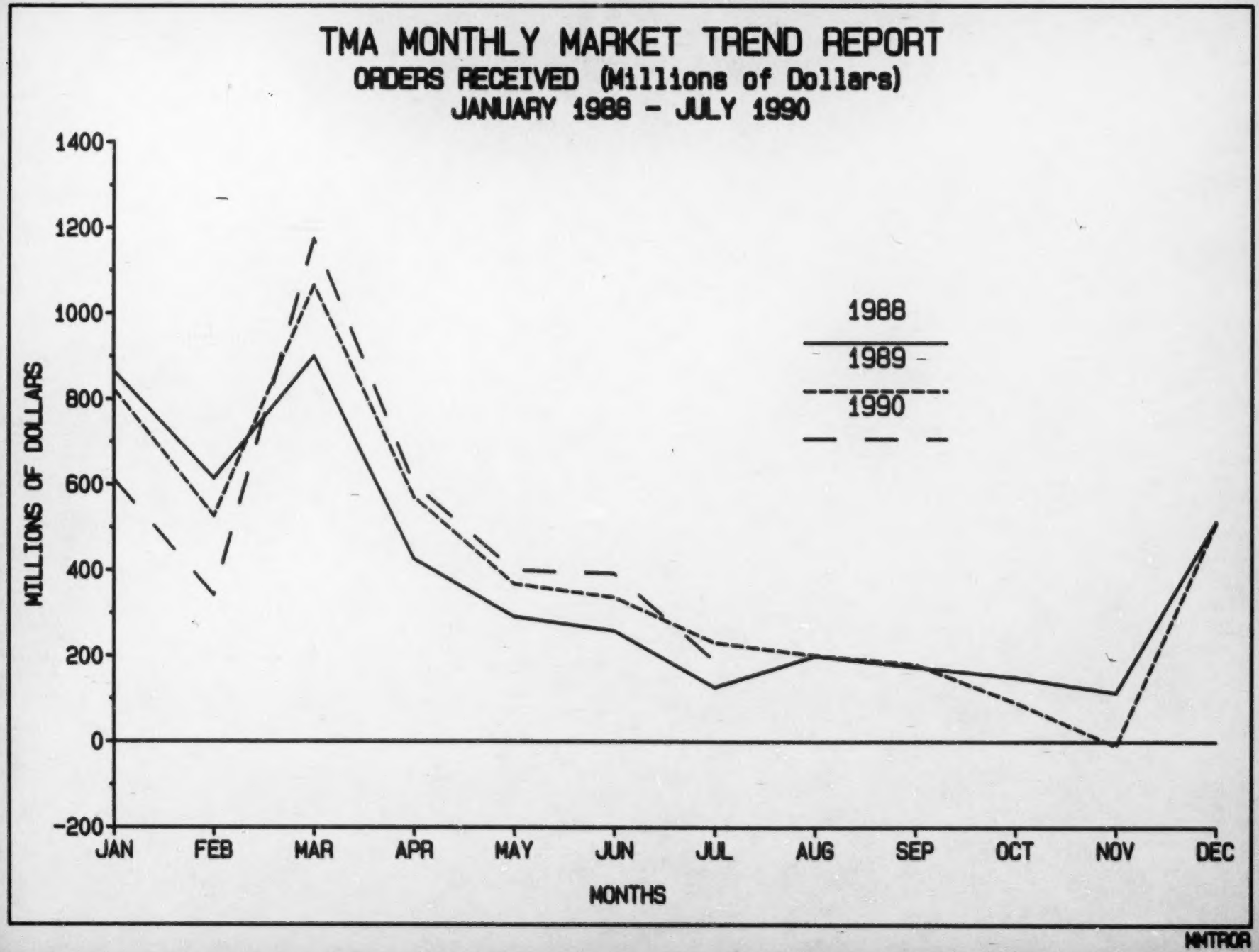
TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - JULY 1990
1400
1200
1000
800
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200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
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MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MINITAB

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF AUGUST 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	434.9	+4.4	+1.0			
1989	430.5	+49.6	+13.0			
1988	380.9					
CUMULATIVE YTD						
1990	2400.9	-92.7	-3.7			
1989	2493.6	+146.5	+6.2			
1988	2347.1					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	246.1	+44.2	+21.9			
1989	201.9	+1.3	+0.6			
1988	200.6					
CUMULATIVE YTD						
1990	3696.6	-35.2	-0.9			
1989	3731.8	+370.7	+11.0			
1988	3361.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

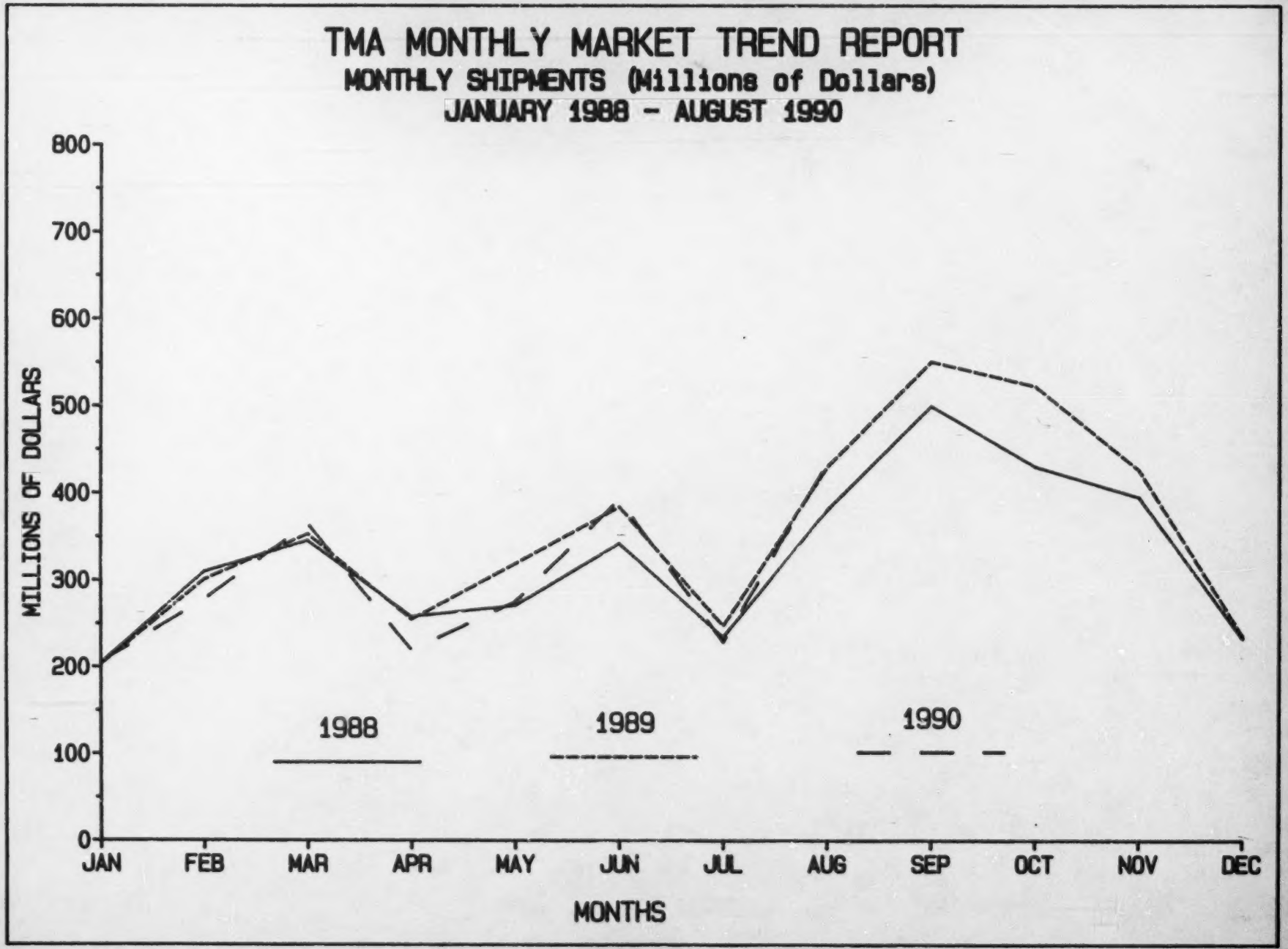
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH AUGUST 1990 (MILLIONS)

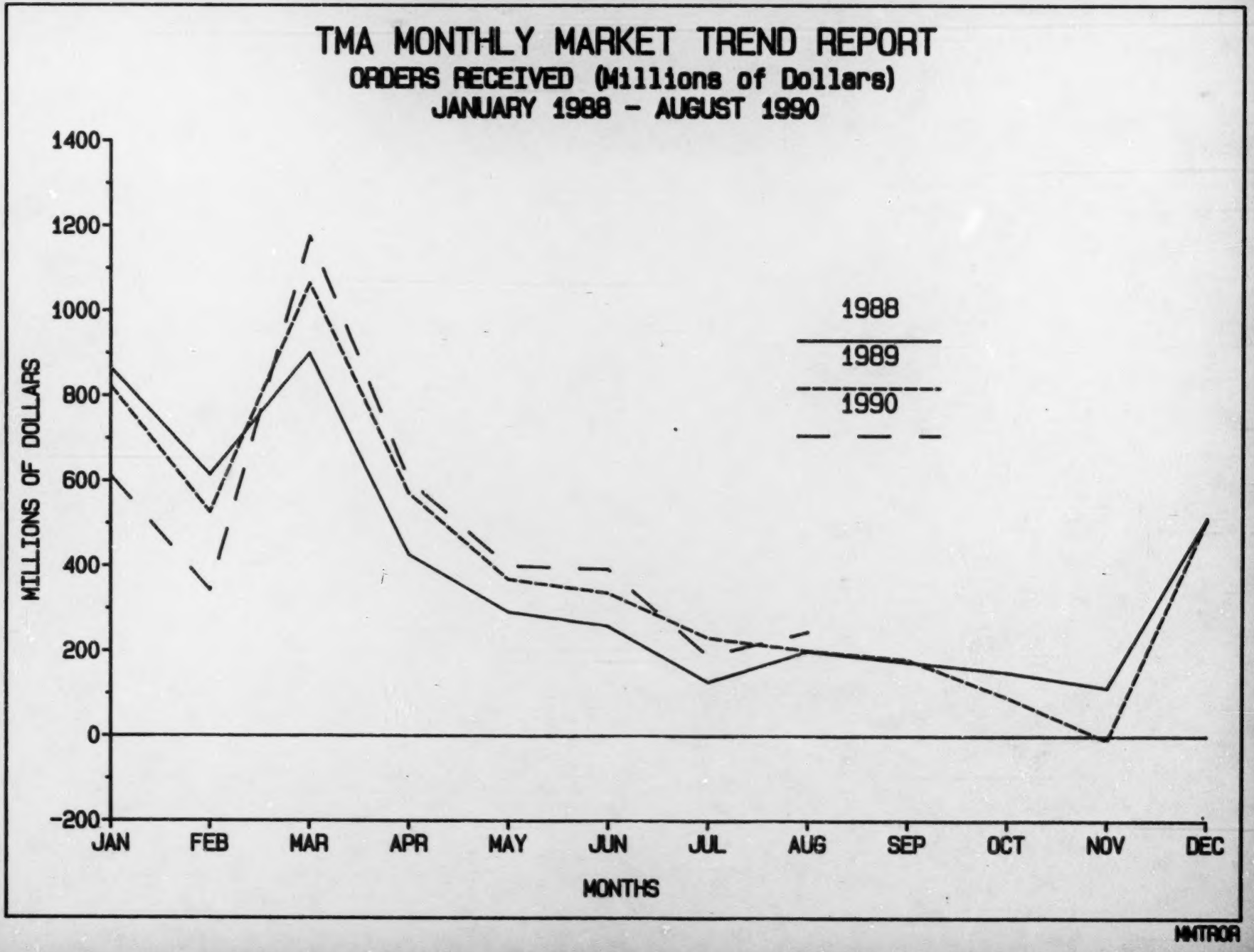
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	8 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9					300.1
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	311.7
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	293.4
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9					
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1					494.8
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	515.5
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	460.8
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6					
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7					32.7
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	49.0
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	40.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2					1774.3
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1968.3
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1727.3

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - AUGUST 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - AUGUST 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MNTROR

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO